



## Engaging Women in the Investment Market

Sao Paulo, Brazil

U.S. Consulate General São Paulo, in partnership with Grupo Mulheres do Brasil will host a seminar on “Engaging Women in the Investment Market.” The seminar will bring in financial and investment advisors to educate a group of 50-100 women on fundamental asset management and financial planning strategies to stimulate investment. This project will serve as a pilot for a recurring series and to be deployed regionally, with the capability to reach up to 25,000 women. Outcomes include providing direct financial and investment literacy to Brazilian women entrepreneurs and developing a platform to reach more through recurrent series.



## Leveraging the U.S. Bahrain Trade Agreements to Boost Women’s Economic Participation

Manama, Bahrain

U.S. Embassy Manama will host a workshop on demystifying the U.S. Bahrain Free Trade Agreement for female business owners and leaders. The workshop would provide a broad overview of how Bahraini and American businesses can use the FTA for both imports and exports. Outcomes of the workshop include subsequent sessions focusing on (1) export and import opportunities in specialized fields, such as plastics, healthcare, retail, and cybersecurity sector, (2) American franchising opportunities and, (3) eCommerce platforms.



## Empowering through Access to Credit

## Juba, South Sudan

Agriculture is a major economic sector in South Sudan, and a key area for economic cooperation with the U.S. U.S. Embassy Juba will convene women entrepreneurs and business owners in the agriculture sector to catalyze innovative business models, and will work with the local banking sector to overcome obstacles in accessing credit. John Deere, Case IH, and Caterpillar are U.S. companies in South Sudan that are eager to provide technology, knowledge, and training in the agriculture sector to support local business and overcome the very restrictive credit environment. Outcomes include convening sector stakeholders to address barriers in accessing credit, developing innovative business models to support agribusiness, and promoting U.S. business activities in South Sudan.



## Women in E-Commerce

### Port Louis, Seychelles

U.S. Embassy Port-Louis will host the “Women in eCommerce” forum to bring together Seychellois women entrepreneurs with American women leaders to explore the opportunities in the digital economy. This forum will enable Seychellois women to build relationships with their American counterparts to help increase two-way trade. Part of the forum will also be targeted to senior government officials to discuss the development opportunities and challenges associated with the evolving digital economy and barriers faced by female entrepreneurs in e-commerce. The forum will empower Seychellois women to call on their government to implement regulatory reforms necessary to support the digital economy. Outcomes include: (1) supporting U.S.-Seychellois women-led business activities in e-commerce, (2) identify equities of women-owned businesses in Seychellois’s digital infrastructure needs, and (3) provide policy feedback for legal and policy reform.



## Technology Enabling Growth

### Lagos, Nigeria

U.S. Consulate General in Lagos will work with Lagos-based women's association and Google to organize a “Technology as an Enabler for Growth” workshop. The Lagos-based association aims to help female entrepreneurs use technology to optimize and scale their companies for sustainable growth. Google and the consulate will work together to connect the Google Lagos Tech Hub with a U.S. Google hub to webcast the program and link Nigerian women business owners with Americans. Outcomes include: (1) enabling women business owners and entrepreneurs in U.S. and Nigeria to learn how to grow their companies, and (2) provide insights on U.S.-Nigeria trade laws, customs, and export requirements. U.S.-Nigeria trade laws, customs, and export requirements.



## Women B2B U.S. & MNE

### Podgorica, Montenegro

U.S. Embassy Podgorica will host a conference for women entrepreneurs to help build the entrepreneurial community in Montenegro and support foreign business and partnerships with U.S.-based businesses with vested interest in Montenegro. The project helps create and support a network of female entrepreneurs from Montenegro and the United States who have business interests in Montenegro. Outcomes include: (1) connecting Montenegro women with American counterparts, and (2) to facilitation collaborations and partnerships.



## Women in Business Leadership and Entrepreneurship Forum

### Yerevan, Armenia

U.S. Embassy Yerevan will host a business forum in collaboration with Gazelle Finance, a U.S. International Development Finance Corporation (DFC) beneficiary. Gazelle Finance specializes in providing growth capital, in combination with value-adding business development services, to high growth small- and medium-sized enterprises unable to access other sources of capital. The program will target women entrepreneurs, female-owned businesses, and female leaders to

provide them with leadership and entrepreneurship training and knowledge-sharing opportunities organized by expert facilitators. Outcomes include: (1) supporting U.S. fund managing firms to increase access to finance for female-owned businesses and (2) increasing the number of female leaders in local markets.

## WE have the POWER

### Majuro, Marshall Islands

This program will provide an opportunity for female entrepreneurs in the handcraft and fair-trade sector to capitalize on a growing awareness of and demand for traditional Marshallese handicrafts. The program will convene women entrepreneurs in the handcraft and fair-trade sector in the Marshall Islands with product distributors and counterparts in U.S. companies. Outcomes include: (1) providing an opportunity to forge connections with U.S. businesses interested in ethically sourcing handmade goods from women entrepreneurs, (2) support entrepreneur-to-entrepreneur discussions to foster U.S.-Indo-Pacific business activities.

## Women in Finance Diwaniya

### Kuwait City, Kuwait

Embassy Kuwait will host a women-in-finance event that will bring together mid- and senior-level women in the business sector. We may be able to make this a regional event. Outcomes include: (1) support women's participation in the local banking sector and advance women working in finance and the important sub-field of fintech, (2) help U.S. firms develop a strong network with local partners to be able to enter the Kuwait market, (3) foster an international network between emerging female leaders in Kuwait and established experts in fintech from the U.S. and, (4) expand the nascent women in finance professional network which the U.S. Embassy helped create.

## SheStarts Networks

## Colombo, Sri Lanka

Embassy proposes partnering with Hatch (Colombo's premier incubator) to run a 3-month incubator model followed by a trade show that will offer women entrepreneurs business development resources, training and access to investment opportunities. Outcomes include: (1) establish networks to facilitate increased business activity and, (2) facilitate scouting opportunities with U.S. influencers and stakeholders.



## Israeli Women Boost Economy

As follow-up to A/S Singh's visit in October 2018, leaders were encouraged to establish a women's economic empowerment forum. Embassy Jerusalem aims to provide training and network development to 20-25 Israeli women. Outcomes include: (1) provide Israeli women pitch training, (2) introduce them to American corporate culture and, (3) help them develop networks in the U.S. Target Date: March 2020 Women in Wine (Paris, France): Embassy Paris will host a one-day forum convening American and French women winemakers to explore challenges they both face in the traditionally dominated "man's wine world". Outcomes include: (1) highlight best practices, (2) help establish a strong transatlantic network, (3) create market opportunities in France for American wine, which produced by American women, and (4) identify policy issues to support women entrepreneurs within this sector.

## Past Project



## Silakan Valley: Levering Indonesia's Innovative Fintech Solutions and Women Entrepreneurs

Jakarta, Indonesia

The project supported a Fintech event showcasing U.S. private sector solutions on the sidelines of Indonesia's first International Fintech Festival. Outcomes included: (1) catalyzing a Women in Fintech Working Group to promote women entrepreneurs in fintech, and (2) building connections between Indonesian fintech companies and the U.S. financial services sector. Date: September 24, 2019



## Binational Women Entrepreneur Academy

Tijuana, Mexico

Consulate Tijuana worked with Mujer PYME to organize a Binational Women's Entrepreneur Academy, convening women business owners from San Diego and Tijuana to gain business development skills and establish professional networks. Outcomes include: (1) identify women-led projects for presentation to potential investors, (2) educate women of regional business opportunities via USMCA, and (3) help them develop solid business models and network. Date: October 23, 2019



## Scale Up Accelerator for Women Entrepreneurs

Baku, Azerbaijan

Formation of a business in Azerbaijan is fairly easy; however, sustaining it and scaling it is very challenging, particularly for women business owners. To address this, Embassy Baku will support a 10-week business development training program in conjunction with PricewaterhouseCoopers. The training will begin with a one-day opening conference, where Embassy Baku will target female SMEs and match them with mentors from the U.S. private sector. Outcomes include: (1) provide training to 12 entrepreneurs, (2) help establish women

SME network with U.S. businesses and (3) foster business activity among 100-persons conference. Date: December 13, 2019